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The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting/May 1

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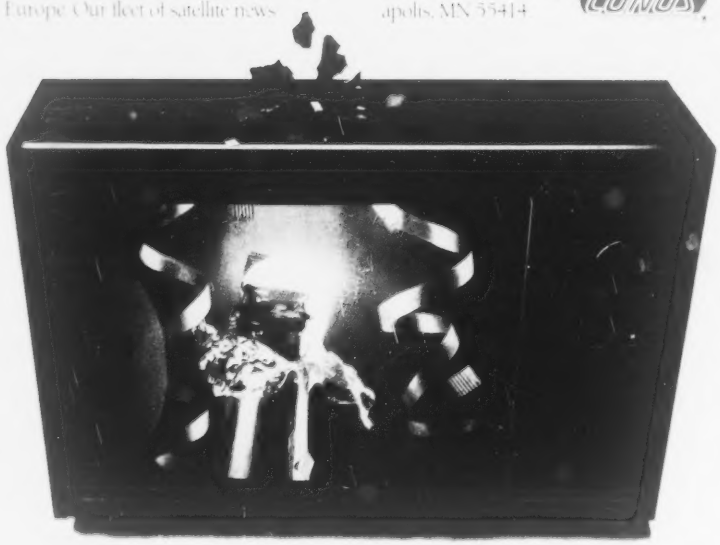

58th Year 1989

NAB 89 NAB 89 NAB 89 NAB 89

Broadcasting May 1

Vol. 116 No. 18

Television network business... In this exclusive report, BROADCASTING provides financial breakdowns of ABC, CBS and NBC. **PAGE 35.**

Fritts talks issues... On eve of NAB convention, National Association of Broadcasters President Eddie Fritts provides status report on important legislative issues facing broadcasters—from telco entry to cable reregulation, and more. **PAGE 36.**

Hill triumvirate... Senior House Telecommunications Subcommittee members Billy

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Television loses a legend

with death of comedian Lucille Ball last week at age 77.

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BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING			
SERVICE	ON AIR	CP's [1]	TOTAL [*]
Commercial AM	4,948	268	5,216
Commercial FM	4,174	676	4,850
Educational FM	1,383	257	1,640
■ Total Radio	10,505	1,201	11,706
FM translators	1,689	392	2,081
Commercial VHF TV	545	24	569
Commercial UHF TV	517	229	746
Educational VHF TV	121	6	127
Educational UHF TV	217	28	245
■ Total TV	1,400	287	1,687
VHF LPTV	300	205	505
UHF LPTV	324	1,508	1,832
■ Total LPTV	624	1,713	2,337
VHF translators	2,717	118	2,835
UHF translators	2,111	457	2,568

CABLE†	
Total subscribers	49,538,000
Homes passed	73,900,000
Total systems	8,000
Household penetration†	54.8%
Pay cable penetration	32%

[*] Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.

Must Carry

Broadcast and cable industries appear to be at impasse on must carry. National Association of Broadcasters President Eddie Fritts is urging Congress to reregulate cable by adopting legislation that would establish must-carry requirements and channel repositioning rules (BROADCASTING, April 17). Fritts and National Cable Television Association President James P. Mooney have been trying to hammer out deal on must carry language which they would then take to Congress. Basis of negotiations is interindustry agreement on must carry that cable says it can live with, but broadcasters want to go beyond it and demanded that any legislation contain language protecting broadcaster's signal from being shifted off channel. Broadcasters also want must carry for high-definition signals. Both demands are believed to be unacceptable to cable.

Network Rules

■ FCC's financial interest and syndication rules are fast becoming hot item in Washing-

Public Broadcasting

■ PBS and NAPTS hold annual public TV meeting April 9-12 in San Diego where consensus formed around proposal to create national programming czar at PBS with more centralized authority. NAPTS board expects to endorse one proposal next fall to CPB which must report to Congress next January on efficiency of national program funding processes.

CPB asked House April 18 and Senate March 17 to provide full $265 million authorized for fiscal 1992 plus remainder of $200 million authorized for replacement of satellite due to expire in 1991. Administration would cap CPB funding at 1991 figure of $214 million and would also stop funding satellite replacement project at amount already appropriated for 1990: $56.8 million.

Towery asked Congress on March 21 to remove CPB from Inspector General Act citing concerns that First Amendment rights of public broadcasters could be threatened by inspector's authority to deem programing or other budget items unnecessary. Board also adopted $254,339,038 FY 1990 budget.

PBS board adopted $26,228,658 FY 1990 budget April 12 representing 6.09% increase over 1989. NAPTS board adopted $2.1 million FY 1990 budget same day. NPR board Feb. 7-8 set tentative $20.3 million FY 1990 member dues level ceiling. Current plans call for July start up of expanded newscasts. In January board appointed 10 member working group of citizen readers to advise NPR on strategic plan for 1990's.

The Fifth Estate

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Susan Dillon, Adam Glenn

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Broadcasting Cablecasting Yearbook

David Seyler,
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Book Division

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Advertising

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Sheilene Scott,

Corporate Relations

Patricia A. Vance,

Bureaus

New York: 630 Third Avenue, 10017
Phone: 212-599-2830
Fax: 212-599-2837
Geoff Foisie,
Rich Brown, George Mannes,
Rod Granger,
Yadira Crawford,

Hollywood: 1680 North Vine Street, 90028
Phone: 213-463-3148
Fax: 213-463-3159
Stephen McClellan,
Steve Coe,

Advertising Representatives

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RADIO TELEVISION CABLE SATELLITE

Broadcasting May 1

Vol. 116 No. 18

TOP OF THE WEEK

CCB/ABC	Revenues	Profits
TV network	$2,382,000,000	$178,000,000
Owned TV's	770,000,000	417,000,000
Radio networks	125,000,000	24,000,000
Radio stations	178,000,000	48,000,000
Video enterprises	340,000,000	100,000,000
Total broadcast group	3,795,000,000	767,000,000
NBC		
TV network	$3,018,000,000	$280,000,000
Owned TV's	590,000,000	257,000,000
Total broadcast group	3,608,000,000	537,000,000
CBS		
TV network	$2,185,000,000	$43,000,000
Owned TV's	382,000,000	152,000,000
Radio networks	57,000,000	8,000,000
Radio stations	153,000,000	29,000,000
Total broadcast group	2,777,000,000	232,000,000

These estimates were compiled from a variety of sources, including securities analysts reports and industry association studies. The sum of television network revenue numbers, net of agency commission, are greater than the three-network total compiled by the Broadcast Financial Management Association (BFMA) due to the inclusion of international, color-insertion and other revenue. Owned-station revenues for ABC, CBS and NBC do not include compensation from the networks. Most of the goodwill amortization (partial recognition of a price paid in excess of net assets)—amounting to roughly $45 million for ABC and $90 million for NBC—was allocated to the network. ABC television network booked lower costs—and thus higher profits—by $191 million, due to a prior write-down of program assets. Divisional overhead costs for all three broadcast groups are allocated roughly on the basis of revenue. Excluded from NBC's results are radio stations, most of which were sold mid-way through 1988, and cable interests, which in 1988 were not significant.

BROADCASTING'S EXCLUSIVE 'BIG-THREE' FINANCIAL BREAKDOWN

NBC rates number one in profits in 1988

In 1988 the television network business was more than ever a one-network business. Only NBC produced a cash profit margin more than 2% of revenue, and even that network's profit was flat with a year ago. Meanwhile, operating profit, on a cash basis, was down for the other two networks, and ABC, in fact, lost money.

CBS network revenue inched downward in 1988, while sales at ABC and NBC increased largely because of their respective Olympics broadcasts. Overall three-network revenue was up 8%. TV station-group revenue at CBS was up several percentage points, while both other groups had substantial increases, again because of special-event programing.

Of course, it was a year of exceptions. Last year saw Olympics and elections, a writers' strike and the lingering repercussions of Wall Street's late-'87 crash. There were more asterisks in the post-acquisition accounting at two of the networks. But even with all the ifs, ands or buts aside, all three broadcast groups were eclipsed last year, perhaps for the first time, by the cable industry's largest MSO. As of 1988, Tele-Communications Inc. had greater operating cash flow—using a simple definition of operating income plus depreciation and amortization—than ABC, CBS or NBC.

There are several explanations for the operating profit of the NBC television network, surprisingly low considering NBC's substantial prime time ratings lead. The network continues to be relatively weak in daytime, a daypart with traditionally high profit margins, and news. Problems with daytime revenue, which declined for all three networks in 1988 by almost 6%, undoubtedly were a substantial contributor to the overall network profit decline.

The summer Olympics generated substantial revenue for NBC, but not much more, if any, than the games' costs, which were virtually all allocated to the network. Also mostly borne by the television network were most of the accounting, non-cash, expenses—some of which are a legacy of the 1986 sale of NBC to General Electric.

Even taking out the various non-cash accounting adjustments, one might end up with three-network operating income of roughly $440 million, which works out to a margin of less than 6%, probably the lowest such margin in recent history. With previous cost-cutting leaving little room for further savings in many network operations, the networks continue to be aware that, in a simple manner of speaking, they could double that $440 million operating income by eliminating the compensation paid to affiliates.

As for their owned TV stations, operating results were boosted by strong sales in several major markets and by Olympics-related revenue for both ABC and NBC owned stations—which did not have to bear a proportionate burden of the costs. NBC's owned stations group, which did not yet include WTVJ(TV) Miami, accounted for all of the $40 million increase in the broadcast group's operating profit.

As in television, so in radio. The radio network business in 1988 was called in one network's annual report a "declining marketplace." ABC radio network results are believed to have increased only marginally, and Ray Katz, securities analyst with Mabon Nugent & Co., said that without the NFL broadcast rights, CBS Radio might not have shown much of a profit. The two companies' radio stations had better results in 1988.

Showing the fastest growth on underlying business was ABC's video enterprises, primarily on the strength of 80%-owned ESPN.

Whether the network television business finally begins to reap the bottom-line harvest promised by its new owners will probably be known this year. There will be few if any exceptions in 1989—although some residue of the writers' strike will be felt. With a supply-demand balance currently in their favor, observers are watching to see whether the Big Three are more than dinosaurs.

'Summer season' week one: NBC 13.3, CBS 11.8, ABC 11.6

Nielsen	□	Net	□	Show
1.	26 3/39	A		Roseanne
2.	20 6/37	N		Cosby Show
3.	20 2/31	A		Have Faith
4.	19 9/34	N		Different World
5.	19 7/32	N		Cheers
6.	19 2/30	A		Wonder Years
7.	18 6/34	N		Golden Girls
8.	18 5/36	C		60 Minutes
9.	17 8/32	N		Empty Nest
10.	17 5/35	N		Hunter
11.	17 1/29	A		Who's the Boss?
12.	17 1/28	N		NBC Sunday Movie
13.	17 0/30	C		Knots Landing
14.	16 2/27	C		Murder, She Wrote
15.	15 6/29	A		20/20
16.	15 5/25	N		Matlock
17.	15 5/27	N		Unsolved Mysteries
18.	15 4/25	N		Nick and Hillary Special
19.	15 2/25	A		ABC Mystery Movie
20.	14 8/25	C		Jake and the Fatman
21.	14 7/24	A		ABC Sunday Movie
22.	14 7/26	N		ALF
23.	14 2/24	A		Head of the Class
24.	14 0/23	N		Night Court
25.	13 9/25	A		Growing Pains
26.	13 8/21	C		Designing Women
27.	13 8/22	C		Murphy Brown
28.	13 5/24	N		L.A. Law
29.	13 4/24	A		Just the Ten of Us
30.	13 2/26	A		Full House
31.	13 2/21	N		NBC Monday Movie
32.	13 2/22	N		Nearly Departed
33.	13 0/21	N		NBC Tuesday Movie
34.	12 9/24	A		Mr. Belvedere
35.	12 8/20	C		CBS Tuesday Movie
36.	12 7/22	A		MacGyver
37.	12 6/24	N		Amen
38.	12 5/21	A		thirtysomething
39.	12 5/20	C		Newhart
40.	12 1/22	C		People Magazine on TV
41.	11 9/22	N		Nightingales
42.	11 8/20	N		My Two Dads
43.	11 6/19	N		Family Ties
44.	11 4/21	C		CBS Friday Movie
45.	10 9/18	A		Dynasty
46.	10 9/18	C		CBS Sunday Movie
47.	10 8/23	A		Perfect Strangers
48.	10 8/18	C		Equalizer
49.	10 6/18	A		Coach
50.	10 6/19	C		48 Hours
51.	10 6/17	F		Married...With Children
52.	10 6/22	N		One of the Boys
53.	10 5/19	A		China Beach
54.	10 4/17	C		Rescue: 911
55.	10 2/18	C		Heartland Special
56.	10 1/17	A		Robert Guillaume Show
57.	9 8/16	C		Heartland
58.	9 6/17	F		America's Most Wanted
59.	9 3/19	C		Beauty and the Beast
60.	8 9/17	C		Jesse Hawkes
61.	8 9/16	C		Live-In
62.	8 9/15	C		This is America, C. Brown, par
63.	8 4/15	C		Bugs Bunny Bustin' Out
64.	7 8/15	C		West 57th
65.	7 5/13	A		Burning Questions
66.	7 2/14	A		Mission: Impossible
67.	7 2/13	N		Hogan Family, special
68.	6 8/13	N		Quantum Leap
69.	6 5/13	N		Little Bit Strange
70.	6 2/11	A		ABC Family Classic
71.	6 2/13	N		Jim Henson Hour
72.	6 1/12	A		Incredible Sunday, special
73.	5 9/11	A		Man Called Hawk
74.	5 9/10	A		Moonlighting
75.	5 7/11	N		Dream Street
76.	5 6/11	F		21 Jump Street
77.	5 2/8	F		Garry Shandling Show
78.	4 5/9	A		Men
79.	4 5/8	F		Cops
80.	4 4/7	F		Tracey Ullman Show
81.	4 0/7	F		Duet
82.	3 3/6	F		Beyond Tomorrow
83.	2 9/6	F		Reporters

Cassandras *

(Week ending April 16)

Rank	Rtg	Program	Stns	Covg
1.	14.4	Wheel of Fortune, syn.	229	99
2.	12.5	Jeopardy	212	98
3.	10.1	Cosby Show	197	97
4.	9.9	Star Trek	235	97
5.	8.5	Oprah Winfrey Show	208	98
6.	7.7	Wheel of Fortune, wknd.	186	85
7.	6.9	Entertainment Tonight	166	93
8.	6.8	Univ. Pictures Debut Net.	139	95
9.	6.2	Current Affair	146	89
10.	6.1	Donahue	222	98
11.	5.9	People's Court	190	93
12.	5.9	Star Search	144	95
13.	5.7	Geraldo	196	98
14.	5.0	Color Classic Network Two	162	95
15.	5.0	Mama's Family, syn.	178	86
16.	5.0	Superboy	170	91
	6.7	Wrestling Network	143	90
	9.7	World Wrestling Fed.	250	97

local avails. Steinlauf said that cable operators find the most success in selling local advertising in ESPN and CNN, and Mizlou's yet untitled network should fall into that category. There are no plans to provide equity for cable affiliates, said Steinlauf, but acknowledged they can buy into the public offering like anybody else. □

Hispanorama Inc. an independent, Hispanic-owned production company, has been formed to produce Spanish-language TV programs for domestic and international syndication. Company has also signed a distribution deal with LBS, marking the first time a major American syndicator has entered the Hispanic market, according to the company. Its first show is a daily, one-hour talk show strip, ***TV Con Barral,*** scheduled to begin airing in the U.S. and abroad this month. The series has been cleared in eight domestic markets—Miami; Washington; Boston; Hartford, Conn.; Tucson, Ariz.; Albuquerque, N.M., and Laredo and Brownsville, both Texas. ***Barral*** will also be seen in Puerto Rico, Venezuela and Ecuador. The second project, according to President-CEO Marcelino Miyares, is ***Medi-Mundo,*** a health-oriented program scheduled to debut in May. A third show, aimed at Hispanic teenagers, is also in development. These and other programs will be produced at New York's Time Square Studios.

MEL TRAUNER

Associate and friend to all of us.

We'll miss you, Mel.

The Buckley Broadcasting Corporation

Group-owned top-10 radio stations show overall decline in audience share

Comparison of 1988-89 Arbitron ratings shows audience share more often decreasing than increasing during winter '89

Top-10 market radio stations owned by groups saw more declines than increases in audience share during winter '89, based on a comparison with Arbitron ratings for the same period last year. The findings, which represent a selection of 10 groups with at least six stations each in the top 10 markets, reflect overall listening and not key demographics for the individual stations. Many of the properties listed, which include recent station acquisitions, remain market leaders despite dips in rating share.

CBS Broadcast Group

The CBS Radio Division saw a rise at five of its 16 radio stations in the top 10 markets. Stations experiencing an increase were oldies WCBS-FM New York, from 4.3 to 4.7; news KNX(AM) Los Angeles, from 3.0 to 3.6; AOR KRQR(FM) San Francisco, from 2.5 to 2.8; news-talk WCAU(AM) Philadelphia, from 2.6 to 3.5, and oldies WOGL(FM) Philadelphia, from 3.0 to 3.4. Those taking a dip were news WCBS(AM) New York, from 3.4 to 2.7; CHR WBBM-FM Chicago, from 4.2 to 3.8; news-talk KCBS(AM) San Francisco, from 4.7 to 4.6; oldies WODS(FM) Boston, from 4.8 to 4.7; adult contemporary WLTT(FM) Washington, from 3.6 to 3.5; AOR KTXQ(FM) Dallas, from 4.6 to 3.6; adult contemporary KLTR(FM) Houston, from 4.5 to 3.7, and news WBBM(AM) Chicago, from 6.3 to 4.8. KODJ-FM Los Angeles, which switched to oldies last March and changed its call letters from KNX(FM), dropped from 1.9 to 1.1. Two stations purchased last March by CBS also experienced drops: news WWJ(AM) Detroit, from 4.7 to 4.6, and easy listening WJOI(FM) Detroit, from 5.9 to 5.5.

Capital Cities/ABC Broadcast Group

Five of the 13 Capital Cities/ABC radio stations in the top 10 markets saw an increase in ratings over the same period last year. Among the stations on the rise were talk WABC(AM) New York, rising from 2.6 to 3.3; AOR KLOS(FM) Los Angeles, rising from 3.6 to 4.6; news-talk KGO(AM) San Francisco, rising from 6.8 to 8.3; country KSCS(FM) Fort Worth, rising from 4.2 to 6.7, and CHR WRQX(FM) Washington, rising from 3.8 to 4.5. Stations dropping in share were CHR WPLJ-FM New York, from 4.1 to 3.5; talk KABC(AM) Los Angeles, from 5.8 to 4.9; MOR WLS(AM) Chicago, from 1.7 to 1.6; CHR WYTZ(FM) Chicago, from 3.8 to 3.6; CHR WHYT(FM) Detroit, from 4.9 to 4.4; MOR-news-talk WJR(AM) Detroit, from 10.0 to 9.6; country WBAP(AM) Dallas, from 5.3 to 5.1, and variety WMAL(AM) Washington, from 6.2 to 6.1.

Infinity Broadcasting Corp.

Infinity Broadcasting's lineup of 13 stations experienced a mixed bag of results: one station maintained market share, while nine dropped and three picked up in the ratings. On the rise were adult contemporary WOMC(FM) Detroit, up from 2.9 to 3.6; adult contemporary KVIL(AM) Highland Park (Dallas), up from 0.5 to 0.6, and KVIL-FM Highland Park (Dallas), up from 7.6 to 8.7. Stations showing a decline were Hispanic AOR KOME(FM) San Jose (San Francisco), from 1.5 to 1.4; WJIT(AM) New York, from 0.6 to 0.5; classic rock WXRK(FM) New York, from 3.5 to 3.1; AOR KROQ-FM Los Angeles, from 3.4 to 3.0; MOR WJJD(AM) Chicago, from 3.2 to 2.7; classic rock WYSP(FM) Philadelphia, from 4.7 to 4.5; AOR WBCN(FM) Boston, from 7.2 to 5.1; AOR WJFK(FM) Manassas, Va. (Washington), from 1.7 to 0.9 and Hispanic KXYZ(AM) Houston, 1.7 to 1.0.

Emmis Broadcasting Corp.

Indianapolis-based Emmis Broadcasting, which maintains eight stations in the top 10 markets, saw a rise at three of the properties, while one maintained and four dropped in share. Stations experiencing an increase were sports WFAN(AM) New York, from 1.0 to 1.8; top-40 WKQX(FM) Chicago, from 2.0 to 3.1; adult contemporary KXXX-FM San Francisco, from 2.3 to 2.8. CHR WAVA(FM) Arlington, Va. (Washington), maintained its 5.2 share over both ratings periods. Stations dropping included CHR WQHT(FM) New York, from 4.6 to 4.0; easy listening WJIB(FM) Boston, from 6.1 to 5.4; AC KKHT(FM) Houston, from 3.2 to 2.5, and CHR KPWR(FM) Los Angeles, from 7.1 to 6.4.

Rating the rest

Listed below are winter 1989 Arbitron ratings for radio markets six to 10 (for markets one to five, see BROADCASTING, April 24). All results are based on Arbitron local market reports for the period Jan. 5-March 29 (total persons, age 12-plus, average quarter-hour shares, Monday-Sunday, 6 a.m.-midnight).

Ratings data used is supplied by Arbitron and is copyrighted; it may not be reprinted or used in any form by nonsubscribers to the company's radio ratings service.

Station	*Format*	*Winter 88*	*Winter 89*
Detroit			
WJR(AM)	MOR/news/talk	10	9.6
WJLB(FM)	Urban contemp.	8.5	6.9
WJOI(FM)	Easy listening	5.9	5.5
WWWW(FM)	Country	4.0	5.2
WLLZ(FM)	AOR	4.6	4.7
WWJ(AM)	News	4.7	4.6
WHYT(FM)	CHR	4.9	4.4
WDFX(FM)	CHR	2.8	4.1
WCZY-FM	CHR	5.5	4.0
WNIC-FM	Adult contemp.	3.6	4.0
WOMC(FM)	Adult contemp.	2.9	3.6
Boston			
WRKO(AM)	Talk	6.7	7.7
WXKS-FM	CHR	6.5	7.1
WBZ(AM)	Adult contemp.	7.1	6.6
WZOU(FM)	CHR	5.4	5.7
WJIB(FM)	Easy listening	6.1	5.4
WBCN(FM)	AOR	7.2	5.1
WODS(FM)	Oldies	4.8	4.7
WHDH(AM)	Adult contemp.	5.8	4.4
WSSH-FM	Soft contemp.	4.3	4.3
WZLX(FM)	Classic hits	3.4	4.2
Dallas-Ft. Worth			
KVIL-AM-FM	Adult contemp.	8.1	9.3
KKDA-FM	Urban contemp.	8.7	8.5
KSCS(FM)	Country	4.2	6.7
KPLX(FM)	Country	7.8	6.6
WBAP(AM)	Country	5.3	5.1
KHYI(FM)	CHR	5.6	4.8
KRLD(AM)	News	5.8	4.8
KEGL(FM)	CHR	5.3	4.5
KMEZ-FM*	Easy listening	2.1	4.4
KLUV(FM)	Oldies	3.3	3.8
KQZY(FM)	Soft contemp.	3.7	3.7
*Formerly KDLZ-FM			
Washington			
WGAY-FM	Easy listening	8.1	7.5
WMAL(AM)	Variety	6.2	6.1
WMZQ-AM-FM	Country	5.7	6.1
WPGC-FM	CHR	4.6	5.7
WKYS(FM)	Urban contemp.	6.2	5.3
WAVA(FM)	CHR	5.2	5.2
WHUR-FM	Urban contemp.	5.2	4.8
WASH-FM	Adult contemp.	2.5	4.5
WRQX(FM)	CHR	3.8	4.5
WCXR-FM	Adult contemp.	3.4	4.4
WWDC-FM	AOR	5.1	4.1
WLTT(FM)	Adult contemp.	3.6	3.5
Houston-Galveston			
KIKK-FM	Country	6.9	8.8
KMJQ(FM)	Urban contemp.	8.5	8.8
KKBQ-AM-FM	CHR	7.6	6.5
KILT-FM	Country	6.0	6.4
KTRH(AM)	News	5.4	6.0
KRBE-FM	CHR	7.9	5.8
KODA(FM)	Easy listening	5.2	5.3
KQUE(FM)	MOR	3.2	4.8
KLOL(FM)	AOR	5.6	4.3
KZFX(FM)	Classic rock	3.7	4.3
KLTR(FM)	Adult contemp.	4.5	3.7
KLDE(FM)	Oldies	2.2	2.9

to 2.5, and CHR KPWR(FM) Los Angeles, from 7.1 to 6.4.

Malrite Communications

Malrite Communications maintained share at two of its six stations in the top 10 markets: country KLAC(AM) Los Angeles held steady at 1.2, while country KSAN-FM San Francisco stayed at 3.2. Three of the company's stations declined in share: CHR WHTZ(FM) Newark, N.J. (New York), dropped from 6.2 to 5.3; country KZLA-FM Los Angeles dropped from 2.4 to 2.3, and country KNEW(AM) Oakland (San Francisco) dropped from 1.5 to 1.3. CHR WEGX(FM) Philadelphia saw a rise from 6.5 to 7.9 during the period.

Westinghouse Broadcasting Co.

Westinghouse's Group W Radio, which has agreed to purchase the stations owned by Legacy Broadcasting and Metropolitan Broadcasting (BROADCASTING, April 24), saw declines in four of the company's seven major market stations. Dropping were news WINS(AM) New York, from 4.9 to 4.3; news KFWB(AM) Los Angeles, from 3.3 to 2.9; news KYW(AM) Philadelphia, from 7.3 to 7.2, and adult contemporary WBZ(AM) Boston, from 7.1 to 6.6. On the rise were easy listening KODA(FM) Houston, from 5.2 to 5.3, and all-news WMAQ(AM) Chicago, from 1.1 to 1.6. Soft contemporary KQZY(FM) Dallas maintained a 3.7 share.

Bonneville International Corp.

Bonneville showed increases at most of its stations, picking up ratings at five of its seven major market properties. On the rise were soft contemporary KBIG(FM) Los Angeles, from 3.3 to 4.0; soft contemporary KOIT(AM) San Francisco, from 0.5 to 0.6; soft contemporary KOIT(FM) San Francisco, from 2.7 to 3.2; soft contemporary WNSR(FM) New York, from 2.8 to 3.1, and classic hits KZPS(FM) Dallas, from 2.0 to 2.4. Among stations with declining shares were adult contemporary WTMX(FM) Skokie, Ill. (Chicago), formerly WCLR(FM), from 3.4 to 2.7, and big band KAAM(AM) Dallas, from 1.1 to 0.9.

Viacom Broadcasting Inc.

Viacom Broadcasting showed increases at most of its seven major market radio properties. On the rise were soft contemporary WLIT(FM) Chicago (formerly WLAK[FM]), from 3.5 to 3.6; country WMZQ(AM) Arlington, Va. (Washington), from 0.2 to 0.3; country WMZQ-FM Washington, from 5.5 to 5.9; country KIKK-FM Houston, from 6.9 to 8.8, and adult contemporary WLTI(FM) Detroit, from 2.8 to 3.5. Dropping in share were country KIKK(AM) Pasadena, Tex. (Houston), from 1.0 to 0.6, and adult contemporary WLTW(FM) New York, from 4.6 to 4.3.

Gannett Broadcasting

Gannett Broadcasting, which owns seven properties in the nation's top 10 markets, experienced a decline at several of the stations. Among those dropping were top-40 KIIS-FM Los Angeles, from 6.6 to 6.2; urban contemporary WGCI-FM Chicago, from 9.2 to 7.4; urban contemporary WGCI(AM) Chicago, from 0.5 to 0.4; CHR KKBQ-FM Pasadena, Tex. (Houston), from 7.4 to 6.2, and CHR KOAI(FM) Denton, Tex. (Dallas), from 2.7 to 2.3. On the rise were CHR KKBQ(AM) Houston, up from 0.2 to 0.3, and top-40 KIIS(AM) Los Angeles, from 0.2 to 0.9.

Greater Media Inc.

Among declines at Greater Media, which has 13 major market properties, were classic rock KLSX(FM) Los Angeles, from 3.0 to 2.5; oldies KRLA(AM) Pasadena, Calif. (Los Angeles), from 1.3 to 0.8; adult contemporary WMGK(FM) Philadelphia, from 4.5 to 4.3; big band WPEN(AM) Philadelphia, from 5.9 to 5.3; easy listening WGAY-FM Washington, from 8.1 to 7.5; talk WWRC(AM) Washington, from 2.3 to 2.1; classic rock WCSX(FM) Birmingham, Mich. (Detroit), from 4.7 to 3.3; oldies WHND(AM) Monroe, Mich. (Detroit), from 0.8 to 0.5, and MOR WGSM(AM) Huntington (New York), from 0.4 to 0.3. Adult contemporary WMJX(FM) Boston rose from 3.0 to 3.7; adult contemporary WMGQ(FM) New Brunswick, N.J. (New York) maintained its 0.3 share. Greater Media stations that were not rated during the winter '88 period included oldies WMEX(AM) Boston, registering a 0.7 during winter '89, and easy listening WCTO(FM) Smithtown, N.Y. (New York), which reached a 0.5 share during the same period.

ABC's prime time promotion

ABC Television Network turned to radio to help promote itself during 1989's February sweeps, and plans to do the same during May and November. Advertising firm Shelton Leigh Palmer & Co. said it has been contracted to create and produce more than 100 radio commercials for the network, including the "Columbo Rap" promo featured on stations earlier this year. Other targeted programs include *Roseanne*, *thirtysomething* and *Who's The Boss?*

Meanwhile, ABC Radio Network said that this week marks the debut of *ABC Morning Show Prep*, a market-exclusive programing service. Available to affiliates of the ABC Rock Network, the ABC FM Network and the ABC Contemporary Network, the new service is designed to help give morning shows hard copy (fed via the ABC Data Channel) and corresponding audio feed. Materials, set to arrive at affiliate stations daily at 5 a.m. ET, include running commentary on life's oddities; unusual true stories; news and gossip capsules along with related comedy bits; ABC actualities, selected for comedic value; rotating scripted comedy features; "useless" advice tips; comedy co-op bits culled from participating stations, and special "celebrity birthday" and "this day in history" segments.

Sixteen radio stations nationally have been testing the service for the past 16 weeks, including WDIZ(FM) Orlando and KRNB(FM) Memphis. *Morning Show Prep's* executive producers are Sarit Catz and Gloria Ketterer, both former writers and performers with the American Comedy Network. ABC has also contracted New York personality Ross Brittain of WHTZ(FM) Newark, N.J., to provide the "celebrity birthday" and "this day in history" segments.

Among the latest developments at ABC Radio Network's *American Top 40*: begin-

NAB US.

Las Vegas Hilton, Suite 1710

Richard Kozacko

Keith Horton

Mel Stone

Bruce Kanner

NAB us for a conversation. For advice.
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